



Diamond Privacy Notice for Actual data, February 2017

Privacy Notice – How will the information be used?

Soundmouse Ltd has been contracted by the Creative Diversity Network (CDN) and individual broadcasters (currently the BBC, ITV, Channel 4, Sky and Channel 5/Viacom) to process the information for Diamond on its Silvermouse system. Diamond has been developed within the Silvermouse platform, which is a web-based system used by broadcasters and production companies for production paperwork. The diversity information on the Diversity Self-declaration Form will be encrypted and held securely by Soundmouse.

The CDN and the individual broadcasters can use the information to prepare reports that may be published. The reports will be used to monitor diversity and assess progress against diversity targets or commitments broadcasters have made. Individual broadcasters may also share reports with their independent production company suppliers as part of this assessment.

The reports will not name individuals, and any published information will always be aggregated (for example across all commissions or by reference to genre) in order to avoid identification of any individual. In exceptional circumstances, it may be possible for you to be identified from reports based on your role within a production. All reports will be carefully reviewed by us to prevent this wherever possible.

When you provide your information, this will be used for all productions across all broadcasters participating in Diamond. It will be retained in the system for two years.

Please complete and submit the Diversity Self-declaration Form as soon as possible. If you decide to use the opt out option on the emails, this is only an opt out from submitting your Diversity Actual data and not Diamond overall. We may therefore still capture Perceived data for any contribution you make on screen unless you object.

Data Protection

Information collected on this form is personal data governed by the Data Protection Act 1998 and subsequent legislation. In that context, the CDN and individual broadcasters will be “data controllers”. Soundmouse Ltd will be a “data processor” and act only on the instructions of the data controllers. We will process data relating to you in accordance with data protection law.